

LEO BURNETT U.S.A.

ADM-BB-NL40-C1 REQ#H21567 \*DECAF INSPIRES DE-NIC\* II PG 4/C BLD(5-5/8 X 7-3/4) T.V. GUIDE INSERTS  
Printed in U.S.A.  
TEST MARKET, ARIZONA 1991



BENSON & HEDGES BREAKTHROUGH

## De-Caf INSPIRES De-Nic®

DE-NICOTINED FORGED  
THE SMOOTH TASTE OF A LIGHT

A HILL OF BEANS HELPED  
PERCOLATE THE BREAKTHROUGH  
OF BENSON & HEDGES DE-NIC®

THE ONLY CIGARETTE MADE  
FROM DE-NICOTINATED TOBACCO  
SO THERE'S LESS THAN  
0.1 MG. OF NICOTINE.

THE RESULT IS A SMOKABLE  
CIGARETTE, WITH THE SMOOTH  
TASTE OF A LIGHT

REGULAR AND MENTHOL,  
KINGS AND KIDS.

BENSON & HEDGES  
De-Nic®

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**SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fatal Injury, Premature Birth, And Low Birth Weight.**

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0 mg. "tar," 0.1 mg. nicotine av.  
per cigarette by FTC method.



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